

## Simple Steps for Starting Your Business Series Workshops

### Is Starting a Business Right for You?

Attend this comprehensive series of workshops to help you test your new business idea and get started on the right path. Join us for five three-hour sessions that help you understand the basics of:

- the concepts involved with assessing a business idea,
- marketing your product or service,
- understanding business financials and how they work, and
- how to fund and finance your business.

Free, one-on-one mentoring is also a part of the workshop process. Sign up now for these workshops:

**Session 1: Start-up Basics \$25 FREE! When you register by February 10, 2016! (Check the pay at the door option and bring this flyer with you to the class)**

**February 17, 2016 8:00am to 12:30pm (lunch included)**

This introductory workshop focuses on the basics of testing your business idea and identifying the key factors that influence start-up success. Start-up Basics provides you with an overview of the skills and tools you need when deciding to start a business. In this session, you learn about the advantages and disadvantages of owning a business, the most profitable form for your business, and the fundamentals of formation, organization, marketing, cash flow and funding sources.

**Session 2: Business Concept \$25 February 24, 2016 6:00pm to 9:00pm**

The second workshop focuses on your business concept and step-by-step guidance in researching your idea, your market, and your competition. At the end of the Business Concept workshop, you are able to identify your target markets, describe your products and services, and collect key competitive information to support your feasibility plan.

**Session 3: Marketing Plan \$25 March 2, 2016 6:00pm to 9:00pm**

The third workshop provides you with an introduction to marketing communication methods and tools to maximize your customer reach. The discussion in the Marketing Plan workshop covers pricing strategies, positioning, the difference between features and benefits, and different marketing strategies. At the end of this session, you will know how to: outline your marketing strategy, test your marketing message, choose the right sales channel, and exercise your marketing strategy.

**Session 4: Financial Projections \$25 March 9, 2016 6:00pm to 9:00pm**

The fourth workshop uses exercises to help you better understand financial concepts. This session reviews sales and prices, financial risks and rewards, true start-up costs, ongoing operating expenses, setting benchmarks for tracking progress and the organization of all your financial information. Using a hands-on approach, you learn how to use our financial model to forecast sales revenue and build solid pro-forma financial forecasts.

**Session 5: Funding Sources \$25 March 16, 2016 6:00pm to 9:00pm**

The final workshop offers information on how to finance your small business. In this session, discussions include sources of funds, accounting the six C's of credit, banking relations, ratio analysis, and monthly preparation and review of financial statements. A bank loan officer will give an inside view of how a banker assesses the merits of business plans and loan application. At the end of the series, you have all of the tools necessary to decide whether to launch your small business.

**First session \$25 FREE!**

**Attend all five for ~~\$125.00~~ \$100.00 when you register by February 10<sup>th</sup>!!**

**Session #1 will be held at The Copper Rock Coffee House Downtown  
Appleton  
8:30 am to 12:30pm.**

**Sessions #2 - #5 held at the Fox Cities Chamber Office  
(125 N Superior St, Appleton) from 6:00pm to 9:00pm.**

**Register online at [www.foxcities.score.org/localworkshops](http://www.foxcities.score.org/localworkshops).  
Sign up for any one or all five classes.**

**Questions? – call 920-734-7101**